

It takes more than
wishes
to run a campaign

Who is
supporting the
candidates ?

*A message from the City of Santa Clara
Vote Ethics Program*





Look closely at campaign mailers and follow the money

Honest candidates follow the letter and the spirit of the law. They make no promises to supporters that will compromise their ability to represent the public's best interests.

- Any individual, business or organization that gives \$100 or more to a candidate is public record. Check the files to see who supports each candidate in disclosure forms posted on www.santaclaracampaigndollars.org or read them at the City Clerk's Office at City Hall, 1500 Warburton Ave. All City candidates have agreed to a voluntary campaign spending limit of \$29,300, with no single source providing more than \$500.
- All campaign materials must be identified as to their source. **Read the small print** to find out who is printing and distributing information about a candidate and make your own judgment about their motives and commitment to fair, accurate statements.

- Special interest groups may send out a campaign piece representing their own point of view, separate from what candidates authorize. These are called "independent expenditures" and should be closely examined as they represent a particular point of view. Information about who is involved in the committees funding these pieces can be found by clicking on Campaign Finance on the website of the California Secretary of State, www.ss.ca.gov. Use Cal-Access Search to locate a specific committee.

- Campaign pieces that recommend several candidates are called "slate" mailers and may be produced by a political party or organization that is supporting certain candidates. Other slate mailers are commercial enterprises where the candidates pay a fee to be included. Read the small print!



**City of Santa Clara
Ethics & Values Program**
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